



2010 Marketing and Public Policy Conference Sustainability and Society

● May 20-22, 2010

● The Westin Tabor Center

● Denver, Colorado

CALL FOR PAPERS

SUBMISSION DEADLINE: November 6, 2009

The 2010 Marketing & Public Policy Conference (MPPC) will be held in Denver, Colorado at The Westin Tabor Center. While providing a venue for research related to all areas of marketing and public policy, the 2010 MPPC will highlight sustainability issues. The conference venue is in the heart of downtown Denver and provides access to many options for dining and entertainment. Information regarding the conference is available at: biz.colostate.edu/MPPC. Conference co-chairs are Ken Manning (Colorado State University), Kathleen Kelly (Colorado State University), and David Sprott (Washington State University).

To become sustainable, business, marketing, and related policy initiatives must aim at meeting current societal needs without compromising the needs of future generations. Humans are having an unprecedented effect on the environment and many of these impacts are occurring at a dramatic rate. Researchers and policy makers are being called on to accelerate innovative research, education, regulation, and communication that will foster a shift toward sustainable development and consumption. Accordingly, the conference co-chairs are seeking submissions of abstracts, completed research papers, and special topic and roundtable session proposals that address issues aimed at ultimately guiding human-environment interactions in sustainable ways. Potential theme-consistent topics include:

- Cross-cultural aspects of sustainability
- Developing countries and sustainability
- Economic growth and consumption
- Sustainability-focused marketing
- Organizations' ecological impact
- Sustainable development
- Sustainable consumption
- Environmental regulation
- Environmental social marketing
- Global warming
- Globalization and the environment
- Over-consumption and materialism

We also seek papers and session proposals grounded in traditional marketing and public policy theory. Scholars and practitioners representing diverse theoretical perspectives and methodological perspectives are encouraged to submit their research or a special session proposal. Traditional topics of interest include (but are not limited to) the following:

- Marketing to vulnerable populations
- Alcohol and tobacco marketing
- Public health
- Social marketing
- Product labeling and warning issues
- Nutrition information provision
- Product safety
- Consumer economics and financial issues
- Privacy issues
- Business ethics
- Corporate social responsibility
- Competition and antitrust issues
- Legal issues in marketing
- Deceptive or covert marketing

For a more complete understanding of the topics appropriate for the conference, please refer to past issues of the *Journal of Public Policy & Marketing* (marketingpower.com/jppm).

PROGRAM STRUCTURE

Four options are available for the presentation and discussion of research and scholarly thought:

1. *Competitive Papers* include full papers that represent completed work by the author(s).
2. *Working Papers/Extended Abstracts* provide an opportunity to present preliminary findings from the early stages of a research program. Authors distribute their papers and display their findings in a poster-style session.
3. *Special Topic Sessions* provide the opportunity for focused attention on critical or emerging topics in public policy.
4. *Roundtable Sessions* provide opportunities for collaborative work and for exploring new topic areas.

SUBMISSION AND DECISION DEADLINES

Submissions for competitive papers, working papers/extended abstracts, and special topic/roundtable sessions must be received no later than **Friday, November 6, 2009 (and no earlier than September 1, 2009)**. Notification of acceptance will be made by late January, 2010.

GENERAL SUBMISSION REQUIREMENTS

All submissions, reviewing, and notification regarding the Marketing & Public Policy Conference will be conducted electronically via the *allacademic* Manuscript System. Please see marketingpower.com/publicpolicy for instructions regarding the *allacademic* Manuscript System.

SPECIFIC REQUIREMENTS AND PROCEDURES FOR SUBMISSION IN EACH CATEGORY

Competitive Papers

Papers dealing with substantive or theoretical topics in public policy are sought for competitive paper sessions. It is mandatory that all accepted papers be presented at the conference by one of the paper's authors. Authors of competitive papers have the option of not publishing the full paper in the Proceedings. This option requires publishing an extended abstract with references, which increases the value of the record provided in the Conference Proceedings.

Format and Style for Competitive Papers:

1. Prepare and submit electronic documents in both Microsoft Word and PDF (*both versions are required*). Submitted papers - including references, exhibits, and appendices - *must not exceed 20 double-spaced, word-processed pages prepared in 12-point font*. The paper should conform to the manuscript guidelines of the AMA journals (e.g., *Journal of Public Policy & Marketing*). Authors of accepted papers will revise their work in accordance with reviewers' suggestions and will prepare a final version of their paper or extended abstract for publication in the Proceedings; this final version will need to be submitted in Microsoft Word only.
2. Please prepare a separate abstract not exceeding 100 words. This should *not* be included in the same document with the manuscript; rather, this short abstract will be pasted in the appropriate space during the online submission process.
3. To assure a blind review, authors must avoid revealing their identities in the body or reference section of the paper. Manuscripts will be converted to PDFs by the system upon submission. Authors should:
 - o Not include a front page with author-identifying information. This information will be submitted separately.
 - o Remove identifying information from the document properties. In *Word 2003*, this can be done by clicking on File -> Properties, and selecting the Summary tab. Erase any author or university information. Save. In *Word 2007*, click on the Microsoft

Office Button (orange “logo” in upper left), click Prepare -> Properties. Delete any author or university information. Save.

4. At the time of submission via the online system, the submitter will be asked to provide complete contact information for all authors including name, mailing address, phone number, fax number, and e-mail address *as it should appear in the final program materials*. All details, including the physical mailing addresses, are *required*.
5. At the time of submission, the author(s) must indicate their intention to publish the paper, if accepted, either in its entirety or in extended abstract form. Papers submitted for publication in the Proceedings as complete papers must *not* currently be under review, accepted for publication, or be published elsewhere.
6. Confirmation that your paper was submitted successfully will be sent by e-mail to the submitter. A confirmation will also be available in the *allacademic* Manuscript System in the user's mailbox.

The *Best Conference Paper* and the *Best Conference Student Paper* will be selected based on recommendations from the reviewers and the co-chairs of the conference. Eligibility for the best student paper award is limited to those papers for which a student is the lead author.

Working Papers/Extended Abstracts

Papers reporting the results of research in its early stages and papers that the authors do not wish to present in competitive sessions, should be submitted to the Working Paper track. For working papers, the extended abstracts with references will be published in the MPPC Proceedings, and the authors must agree to:

1. Prepare a “poster” for display during the session (detailed guidelines will be sent with acceptances).
2. Bring several copies of the working paper to the conference to give to interested MPPC participants.
3. Make themselves available for discussion during the invited poster session and reception.

Format and Style for Working Papers: The submission of a completed paper is not required for this category. Working paper submissions should include both a short and an extended abstract. More specifically,

1. Prepare and submit electronic documents in Microsoft Word and PDF (*both versions are required*). The extended abstract should conform to the manuscript guidelines of the AMA journals (e.g., *Journal of Public Policy & Marketing*). Authors of accepted papers will revise their work in accordance with reviewers’ suggestions and will prepare a final version of their paper or extended abstract for publication in the Proceedings; this final version will need to be submitted in Microsoft Word only.
2. The submitted document should include a 1400-1700 word extended abstract. This should include a summary of the research, including conceptualization, method, and major findings.
3. No tables or figures should be included in the extended abstract.
4. Please prepare a separate abstract not exceeding 100 words. This should *not* be included in the same document with the extended abstract; rather, this short abstract will be pasted in the appropriate space during the online submission process.
5. To assure a blind review, authors must avoid revealing their identities in the body or reference section of the paper. Manuscripts will be converted to PDFs by the system upon submission. Authors should:

- a. Not include a front page with author-identifying information. This information will be submitted separately.
 - b. Remove identifying information from the document properties. In *Word 2003*, this can be done by clicking on File -> Properties, and selecting the Summary tab. Erase any author or university information. Save. In *Word 2007*, click on the Microsoft Office Button (orange "logo" in upper left), click Prepare -> Properties. Delete any author or university information. Save.
6. At the time of submission via the online system, the submitter will be asked to provide complete contact information for all authors including name, mailing address, phone number, fax number, and e-mail address *as it should appear in the final program materials*. All details, including the physical mailing addresses, are *required*.
 7. At the time of submission, the author(s) must agree to publish the extended abstract.
 8. Confirmation that your working paper extended abstract was submitted successfully will be sent by e-mail to the submitter. A confirmation will also be available in the *allacademic* Manuscript System in the user's mailbox.

Special Topic Sessions

These sessions are intended to provide opportunities for focused attention to critical topics in marketing and public policy. In order to promote discussion between participants and the audience from which a larger understanding of the topic can emerge, special topic session organizers should have a chair or discussion leader that is an expert in the area. Creative mechanisms for encouraging and managing discussion, besides the traditional discussion leader/chair, are welcome, but must be described in the session proposal.

Format and Style for Special Topic Session Proposals:

1. Prepare the proposal in Microsoft Word and PDF form (*both versions are required*). Special Topic Session proposals should *not exceed 10 double-spaced, word-processed pages prepared in 12-point font*. The proposal should describe the objective of the session, its general orientation, likely audience, key issues, and topics to be covered as well as a description of why the session is likely to make an important contribution to marketing and public policy. If the session involves multiple papers, the stage of completion for each paper should be stated.
2. Please prepare a separate abstract not exceeding 100 words. This should *not* be included in the proposal itself but will be pasted in the appropriate space with your submission. If your session includes multiple papers, prepare short (i.e., 100 words) abstracts for each of these.
3. At the time of submission via the online system, the submitter will be asked to provide complete contact information for all authors including name, mailing address, phone number, fax number, and e-mail address *as it should appear in the final program materials*. All details, including the physical mailing addresses, are *required*.
4. At the time of submission to the online system, you will have choices about how to submit your proposal that affect how it will appear in any online program. In either case, you will be prompted at the end of the process to upload your full proposal document.
 - o If the proposal is for a panel-type discussion, then complete the title, abstract of the session, and enter all the presenters. In a program, this would appear as a title with a list of panelists.
 - o If the session will consist of separate presentations (i.e., either on different topics or papers), enter a title for the session, choose Add Papers, entering a title and the

authors for each topic or paper with a short abstract. This will appear in the program as a title with three separate papers and their associated authors.

5. Confirmation that your proposal was submitted successfully will be sent by e-mail to the submitter. A confirmation will also be available in the *allacademic* Manuscript System in the user's mailbox.

Roundtable Sessions

These relatively informal and interactive sessions are intended to provide opportunities for collaborative work and for exploring new topics in marketing and public policy. Roundtable session organizers should be experts in the topic area. Creative mechanisms for encouraging and managing discussion are encouraged and should be described in the session proposal.

Format and Style for Special Topic and Roundtable Session Proposals:

1. Prepare the proposal in Microsoft Word and PDF form (*both versions are required*). Roundtable Session proposals should *not exceed 10 double-spaced, word-processed pages prepared in 12-point font*. The proposal should describe the objective of the session, its general orientation, likely audience, key issues, and topics to be covered as well as a description of why the session is likely to make an important contribution to marketing and public policy.
2. Please prepare a separate abstract not exceeding 100 words. This should *not* be included in the proposal itself but will be pasted in the appropriate space with your submission.
3. At the time of submission via the online system, the submitter will be asked to provide complete contact information for all roundtable session discussion leaders including name, mailing address, phone number, fax number, and e-mail address *as it should appear in the final program materials*. All details, including the physical mailing addresses, are *required*. You will also provide a session title, abstract of the session. At the end of the process you will be prompted to upload your full proposal document.
4. Confirmation that your proposal was submitted successfully will be sent by e-mail to the submitter. A confirmation will also be available in the *allacademic* Manuscript System in the user's mailbox.

CONFERENCE VENUE

This year's conference will be held at the Westin Tabor Center. This hotel was awarded the Green Hospitality Award in 2008; it provides full composting of all kitchen waste, facilitates a single stream recycling program, and is equipped with many water and energy savings systems. The Westin is perfectly situated in downtown Denver adjacent to the 16th Street (pedestrian) Mall, which features a full mile of dining and entertainment options. The Westin has a rooftop swimming pool with views of the Rocky Mountains and a comprehensive fitness center. The hotel is within walking distance of Coors Field, the Denver Performing Arts Complex, and the Denver Art Museum.

The conference room rate is \$195. When you call to make your reservations, make sure to mention the 2010 Marketing and Public Policy Conference. The hotel's phone number is 303-572-9100. For additional information about the Westin see westin.com/taborcenter and for information about Denver see denver.org.

Please email any questions to the conference co-chairs at mppc@colostate.edu.



2010 Marketing and Public Policy Research Workshop

May 16-20, 2010
Colorado State University
Fort Collins, Colorado

The fourth in a series of bi-annual research workshops will be held immediately prior to the 2010 Marketing & Public Policy Conference at Colorado State University.

Workshop Format and Content: The 2010 Workshop will include discussion and small group interaction, led by distinguished researchers active in the areas of marketing, economics, psychology, and public policy. Participants will develop a research proposal with the feedback/guidance of these experienced scholars. Pre-workshop readings, as well as development of a statement of research interests, will prepare attendees to be active participants.

Workshop Faculty: An outstanding group of faculty will be presenting research and discussing a variety of research methods for understanding/exploring marketing and public policy topics. Faculty participants will be announced as plans are finalized.

Who Should Attend: The workshop is designed for Ph.D. students and faculty who have an interest in developing a research stream, or are currently conducting research, in the public policy domain. The workshop will be personally enriching: there will be numerous opportunities to interact (professionally and socially) with both leading scholars and Ph.D. students in the field of marketing and public policy. The workshop will be limited to a maximum of 30 participants.

Information and Application/Nomination: Additional information will be forthcoming and available at the 2010 MPPC website biz.colostate.edu/MPPC. Applications are available at this website. Please email any questions to the workshop co-chairs (Ingrid Martin, Marlys Mason, Ken Manning, Kathleen Kelly, David Sprott) at mppcworkshop@colostate.edu.

Scholarships: A limited number of scholarships will be available to help cover travel expenses.

Logistics: The workshop will be held on the Colorado State University campus. Housing will be at the Armstrong Hotel thearmstronghotel.com located in the heart of "old town" Fort Collins. Opportunities to hike in the Colorado foothills and tour the New Belgium Brewery will be available. Registration for the workshop is \$100. Housing expenses will be covered and several meals will be provided at no additional expense to the workshop participants. Transportation from Fort Collins to the Westin Tabor Center for the Marketing and Public Policy Conference in Denver will be provided on May 20, 2010.